

Centers for Disease Control and Prevention Program Managers Meeting

Changing Environment in Tobacco Control

Agenda

"2004 National Tobacco Control Program Meeting"

The Westin Atlanta North at Perimeter

7 Concourse Parkway

Atlanta, Georgia 30328-9937

Goal: To provide information and increase knowledge that will provide for effective strategies to deal with the changing environment of tobacco control.

Objectives: At the end of the meeting, participants will be able to —

Program sustainability —

1. State two strategies that they will use to further their program's sustainability.
2. State ways that they will work collaboratively with other chronic disease programs.

Focus on comprehensive programming —

3. Describe how to maintain an effective comprehensive program in a changing environment.

Tobacco-Related Disparities —

4. State two new strategies that they will implement to help reduce tobacco related disparities.

Leadership (program guidance) —

5. Discuss two strategies that they will use to guide their program in a changing environment.
6. Discuss how they will apply their new knowledge.

Agenda

Tuesday, October 19th, 2004

7:30 a.m. – 8:15 a.m.	Registration Breakfast sponsored by NAATEN & NNTPP
8:45 a.m. – 10:15 a.m.	PLENARY Overview — Welcome Brick Lancaster — <i>Chief, Program Services Branch, CDC/OSH</i> Corrine Husten — <i>Acting Director, CDC/OSH</i> CDC/OSH Updates Program Services Branch, CDC/OSH Brick Lancaster, <i>Chief, Program Services Branch</i> Epidemiology Branch, CDC/OSH Michael Schooley, <i>Acting Branch Chief</i> Health Communications Branch, CDC/OSH Dave Nelson, <i>Acting Branch Chief</i> Office of Policy, Planning, and Coordination Dana Shelton, <i>Associate Director for Policy</i>
10:00 a.m. – 10:30 a.m.	Break
10:30 a.m. – noon	BREAKOUT SESSIONS
<p>Session 1: Planning for tobacco related health disparities strategies and implementing the plan Moderator: Galen Lewis, Performance Planning Partners LLC Presenters: Staci Croom, <i>Program Support Manager Arkansas Department of Health</i> Cecilia Bordador Williams, <i>Director of Diversity Smokefree Indiana</i></p> <p>Session 2: Working Effectively with American Indian Communities Moderator: Lorene Reano, <i>Program Consultant CDC/OSH</i> Presenters: Verna Williamson-Teller, <i>former Project Director, Tribal Tobacco Education & Outreach Program</i></p> <p>Session 3: SAMMEC System: Update and Demonstration Moderator: Lisa Petersen, <i>Public Health Analyst, CDC/OSH</i> Presenters: Brian Armour, <i>Health Scientist, CDC/OSH</i></p>	

<p>Session 4: Interview Practicum: Hone Your On Camera Speaking Skills NOTE: Limited to first 12 people Moderator: Diane Beistle, <i>Health Communications Specialist CDC/OSH</i> Presenters: Janis Winogradsky, <i>Health Communications Specialist CDC/OSH</i></p>	
<p>Session 5: Identifying Sustainable Funding for Coalitions Moderator: Monica H. Eischen, <i>Program Consultant, CDC/OSH</i> Presenters: Billie G. Hall, <i>Executive Director, The Sunflower Foundation</i> Stacie Mruk, <i>Foundation and Publications Associate, Tobacco-Free Kids</i> Laura Culberson, <i>Executive Director, Tobacco Free Coalition of Oregon</i></p>	
<p>Session 6: Strategies to Engage the Health Care System in Tobacco Control Moderator: Deborah Borbely, <i>Lead Health Education Specialist, CDC/OSH</i> Presenters: Abby Rosenthal Dr. Richard Sargent, <i>Board Member of the Montana Health Advisory Board</i></p>	
noon – 12:15 p.m.	Break
12:15 p.m.	Lunch in the Grand Ballroom
12:45 p.m. – 1:45 p.m.	PLENARY
<p>Effectiveness of Comprehensive Programs: New York City Experience Moderator: Jerelyn Jordan, <i>Program Consultant, CDC/OSH</i> Speaker: Dr. Thomas Friedan, Commissioner, New York City Department of Health and Mental Hygiene</p>	
1:45 p.m. – 2 p.m.	Break
2 p.m. – 3 p.m.	PLENARY
<p>Comprehensive Programs: Implementation with limited resources Moderator: Jerelyn Jordan, <i>Program Consultant, CDC/OSH</i> Speaker: Dr. Terry Pechacek, <i>Associate Director of Science, CDC/OSH</i></p>	
3 p.m. — 3:30 p.m.	Break
3:30 p.m. – 5 p.m.	BREAKOUT SESSIONS
<p>Session 1: Interview Practicum: Hone your on camera speaking skills NOTE: Limited to first 12 people Moderator: Diane Beistle, <i>Health Communications Specialist CDC/OSH</i> Presenters: Janis Winogradsky, <i>Health Communications Specialist CDC/OSH</i></p>	

Session 2: Linking Economic Research with Health Policy and Practice

Moderator: Paul Hunting, *Program Consultant, CDC/OSH*

Presenters: Trevor Woolery, *Research Team Leader, CDC/OSH*
Jennifer Kahende, *Health Scientist, CDC/OSH*

Session 3: Collaborating with Other Public Health Programs

Moderator: Jenny Reynolds, *Consultant, CDC/OSH*

Presenters: Randy Kirkendall, *Senior Policy Fellow, Partners for Prevention*
MaryBeth T. Welton, *Program Manager, Maine Bureau of Health*

Session 4: Building Partnerships: Bridging the Cultural Gap

Moderator: Alfreeda Beartrack, *Public Health Educator, CDC/I.H.S*

Presenters: Marilyn Aguirre-Molina, *Professor of Population & Family Health, Columbia University, Mailman School of Public Health*
Deborah Parker, *Tulalip Tobacco Project Coordinator, Tulalip Tribes of Washington State*
Eloise Gray, *Health Educator, Snohomish Health District*

Session 5: Building Capacity in Local Programs

Moderator: Trina Pyron, *Project Officer, CDC/OSH*

Presenters: Paul Davis, *Contract Manager, Washington State Department of Health*
Stacy Scheel, *Contractor, Washington State Department of Health*
Paul Florin, *Professor, University of Rhode Island*

5 p.m.	Adjournment
6 p.m.	Reception Hosted by NAATEN & NNTPP

Wednesday, October 20th, 2004

7:30 a.m. – 8:30 a.m.	Registration Breakfast sponsored by Martinez Communications
8:45 a.m. – 10 a.m.	PLENARY
<p>National Networks: "Who We Are and What We Do"</p> <p>Panelists: Alejandro Garcia Barbon, <i>Project Director, National Latino Council on Alcohol and Tobacco Prevention (LCAT) Hispanic/Latino Network</i></p> <p>Terry Burch, <i>Program Staff, National Association of Lesbian, Gay, Bisexual and Transgender Community Centers (NALGBTCC) Lesbian, Gay, Bisexual, Transgender Network</i></p> <p>Amy Franklin, <i>Project Coordinator, Employee & Family Resources Women's Network</i></p> <p>Kristy Chin, <i>Program Manager, Asian Pacific Partners for Empowerment and Leadership (APPEAL) Asian American/Pacific Islanders Network</i></p> <p>Jan Gascoigne, <i>Director of Health Promotion, Bacchus and Gamma Youth Network</i></p> <p>Ayanna Kiburi, <i>Program Director, Health Education Council African American Network</i></p> <p>Janet Porter, <i>Program Director Health Education Council, Low SES Network</i></p> <p>Gerry Rainingbird, <i>Program Director, Northwest Portland Area Indian Health Board Tribal Network</i></p>	
10 a.m. –10:30 a.m.	Break
10:30 a.m. – noon	PLENARY
<p>Qualitative and Quantitative Approaches to Tobacco Related Disparities</p> <p>Moderator: Galen Lewis, Performance Planning Partners LLC</p> <p>Speakers: Debra Torres, <i>Program Consultant, CDC/OSH</i> Ralph Caraballo, <i>Health Scientist, CDC</i></p> <p>Update on Evaluation Program Issues</p> <p>Moderator: Anna Berkowitz, <i>Program Consultant, CDC/OSH</i></p> <p>Presenters: Gabrielle Starr, <i>Team Lead, CDC/OSH, Epidemiology</i></p>	

Demonstration of the Revised STATE System	
Moderator: Martha Engstrom, <i>Health Scientist, CDC/OSH, Epidemiology</i>	
noon. – 1:15 p.m.	Lunch
1:15 p.m. – 5 p.m.	PLENARY
Developing Program Management and Leadership in Tobacco Control <i>Format: Mini-lectures alternating with roundtable discussions throughout the afternoon. Each roundtable will have a facilitator leading a discussion focused on the topic and mini-lecture information.</i> Moderator: Dianne May, <i>Program Consultant, CDC/OSH</i>	
1:15 p.m. – 1:30 p.m.	
Mini-lecture: “Getting on the Same Page: Issues for National, State and Local Programs” Presenter: Cindy Borgen, Program Manager, Minnesota Department of Health	
1:30 p.m. – 2:15 p.m.	Discussion
2:15 p.m. – 2:30 p.m.	
Mini-lecture: “Policy works!” Presenter: Lori Fresina, Northeast Regional Advocacy Representative, Campaign for Tobacco-Free Kids	
2:30 p.m. – 3:15 p.m.	Discussion
3:15 p.m. – 3:45 p.m.	Break
3:45 p.m. – 4 p.m.	
Mini-lecture: “Dealing with Changes in Administrations” Presenter: Mikelle Robinson, Manager, Michigan Department of Community Health	
4 p.m. – 4:45 p.m.	Discussion
4:45 p.m. – 5 p.m.	Wrap up Evaluation Adjourn
Reception Hosted by St. Louis University	